



Meet International Feed Buyers During World Dairy Expo

Release Date: August 2, 2012

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MADISON –The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) invites Midwest companies to participate in the Value-Added Feed Ingredients Buyers Mission October 1-5. Buyers of feed and feed ingredients from around the world will travel to Madison during the World Dairy Expo to build trading relationships and initiate new sales.

“The Wisconsin International Trade Team works at home and abroad to increase our state’s agricultural exports by promoting Wisconsin companies and their high quality products,” said Mike Powers, DATCP’s Administrator of Agricultural Development. “I encourage Midwest companies to take advantage of this opportunity to meet pre-qualified international buyers from five countries here at home during the Buyers Mission.”

Buyers from China, Indonesia, Korea, the United Arab Emirates and Vietnam plan to participate in the Buyers Mission. The international buyers have expressed interest in a variety of products including: dairy nutrition, milk replacers, soybean meal, hay, corn gluten meal, alfalfa meal and pellets, dried distillers grains and solubles (DDGS), vitamins and minerals, whey products and other value-added feeds.

“Buyers Missions are a perfect low-cost opportunity to enter or expand export sales in the international marketplace and receive feedback on your products from actual buyers,” added Jennifer Lu, a DATCP Economic Development Consultant. “After the one-on-one meetings are complete during the Buyers Mission, buyers and suppliers can continue the conversation at the World Dairy Expo to learn more about each other’s businesses and understand how the feed products are used first hand at the show.”

Participants in the 2011 Value-Added Feed Ingredients Buyers Mission reported actual sales of \$18.3 million and project over \$39.8 million in additional sales. The demand for feed supplements and additives continues to rise in these growing economies.

In 2011, Wisconsin exported \$2.85 billion of agricultural products, an increase of 18% over 2010. The top agricultural exports from 2011 included: cereal grains, beverages, miscellaneous foods, dairy-related products and baking-related goods.

To register for the Buyers Mission, visit www.foodexport.org and look under ‘Programs & Activities’ for buyers missions. The cost to attend is \$100 if you register by August 8 and \$150 if you register by September 18. Space is limited. Early registration is encouraged. The Buyers Mission is sponsored by the Food Export Association.

For questions or more information, contact Lu at 608-224-5102 or jennifer.lu@wi.gov. Connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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